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Embryo

HYBRID SEED CORN

1948

Ed F. Mangelsdorf & Bro., Inc.

1020 S. 4th ST.

St. Louis 4, Mo.

PEORIA, ILL.

ATCHISON, KANS.

EMBRO HYBRIDS ARE ADAPTED

EMBRO 36

EMBRO 95 (Early)

EMBRO 49

OTHER EMBRO HYBRIDS

M BRAND HYBRIDS

M BRAND FIELD SEEDS



EMBRO HYBRIDS ARE ADAPTED

There is an Embro Hybrid that will give you greater yields and higher quality. From the Embro Hybrids briefly described here you can select the one adapted to your soil, climatic, maturity and feeding requirements.

Embro Hybrids are produced under exacting specifications for first-rate, dependable quality —

- Purest seed stocks (parent strains) are used.
- Strictest detasseling and field-supervision standards maintained.
- Latest improved machinery used in shelling and grading.
- Precision grading for width, thickness and length of kernel to insure uniform, trouble-free planting.
- Seed-protectant dust applied by the modern Slurry method, for full, uniform coverage. This treatment helps germination and early growth under unfavorable weather conditions following planting and protects the seed in the bag against insect damage.
- Our own modern seed-testing laboratory (see picture) controls the quality and insures you highest germinating seed.
- No guess-work, no carelessness anywhere along the line.

Embro Hybrids keep pace with latest developments in Hybrid research work. Higher-yielding inbred lines, improved resistance to disease and insect damage, greater resistance to lodging, greater uniformity, and finally larger yields — all these advances are to be found in the new Embro Hybrids.

Make your selection and see your Embro dealer now.



Headquarters and General Offices, St. Louis

Ed. F. Mangelsdorf & Bro., Inc.

1020 S. 4th STREET

St. Louis 4, Missouri



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Embro 36

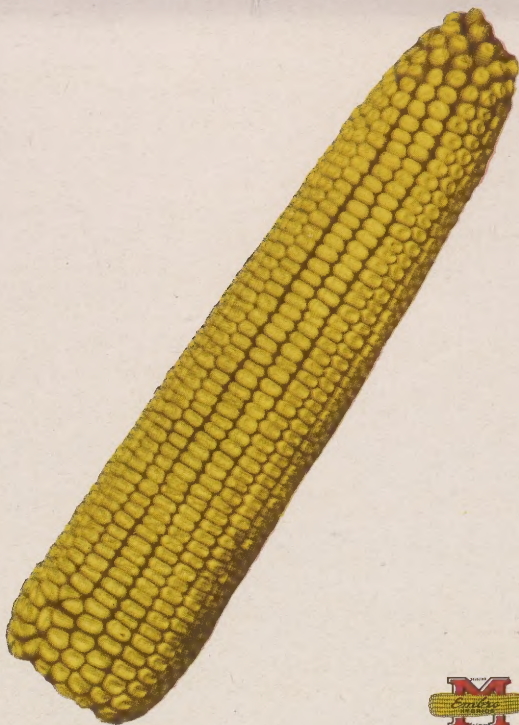
This hybrid is adapted to good corn land. It is especially good for fertile bottom land where corn grows tall. Produces a stalk of medium height that is very resistant to lodging. Excellent for mechanical picking. A single eared hybrid in full stands but two-eared if the stand is thin. Produces a large, cylindrical "show-type" ear.

Matures in 112 to 115 days. It is a full season hybrid from St. Louis north and a medium-early hybrid in the South. A popular hybrid in the South for planting early to mature ahead of the summer droughts.

The combination of a deep kernel with a small cob gives a high shelling percentage which makes it a favorite with elevator operators.

Adapted to the bottom land and fertile upland of Missouri, Illinois, Arkansas, Oklahoma, Kansas, Kentucky, Colorado and Nebraska.

This is the hybrid for good corn farmers.



EMBRO 36

EMBRO 95 (Early)

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Embryo 95

(Early)

Embryo 95 is an excellent early hybrid for both upland and lowland. In those areas subject to late summer droughts, this hybrid if planted early will often outyield the full season hybrids. It is also an excellent hybrid for planting late in the season on land that is wet or subject to early spring overflow.

It produces a plant of medium height that stands well for either machine or hand harvesting. Rapid drying after ripening permits early harvesting. The ear is large, medium smooth with soft-type kernels.

Adapted to Missouri, Illinois, Kansas, Arkansas, Oklahoma, Colorado, and Texas. Excellent for early planting in Arkansas and Oklahoma to mature ahead of the drought or for late summer planting to benefit from the early fall rains and still mature before frost. This has been the highest yielding early-maturing hybrid that we have tested.

Livestock farmers should plant some of their corn acreage to this hybrid for early feed next fall. Corn farmers who sell their corn at harvest time will find that the quick-maturing and rapid drying characteristics of this hybrid will permit early harvesting and marketing of the crop when the price is usually highest.



EMBRO 95 (Early)

EMBRO 49

OTHER EMBRO HYBRIDS

M BRAND HYBRIDS

M BRAND FIELD SEEDS



Embryo 49

A real all purpose hybrid that has been a top yielder on both upland and bottom land, land of medium fertility, droughty land and land underlaid with hard-pan.

It is resistant to disease, drought and insects. Produces a tall plant on fertile soils but is resistant to lodging. The ear is large with deep, soft-type kernels. A popular corn with livestock feeders.

Medium late-maturing hybrid that matures in 117 to 120 days when planted at the normal time.

This has been one of our most popular hybrids in the South and is rapidly replacing U. S. 13 and Mo. 8 with our customers.

The tall, leafy stalk makes it a satisfactory ensilage corn. This is the hybrid that is giving the extra yield per acre that is so important for extra profits.

It has a wide soil adaptation, giving good results on all soil types suitable for the growing of corn. Adapted to Illinois, Missouri, Kansas, Kentucky, Arkansas, Colorado, Texas, and Oklahoma. An excellent hybrid for the South.



EMBRO 49

OTHER EMBRO HYBRIDS

M BRAND HYBRIDS

M BRAND FIELD SEEDS



Embro 1001

This hybrid is the yellow hybrid that has a white cob. It has become very popular in the South because of its soft kernels, being a much softer corn than most yellow hybrids. An excellent corn for ensilage because of its tall, leafy stalks and large ears. Has been extensively used for ensilage as far north as central Illinois and northern Missouri.

The ear is large, pale yellow in color with medium smooth indentation.

A popular hybrid in southern Illinois, south Missouri, Arkansas, Oklahoma and eastern Kansas.

Embro 1020

Embro 1020 is best adapted for heavy fertile bottom land and fertile upland. An excellent corn for the heavy land found in the creek and river bottoms throughout the South. The stalk is medium tall with a large ear on a long shank. Ears break over when mature. A popular corn for fertile land where corn tends to grow tall. Ears are long, well filled at the ends and medium rough indentation. Resistant to insects and disease.

This is a popular hybrid for central and south Missouri, southern Illinois, Arkansas, eastern Oklahoma and Kansas.

Embryo 155W

(White)

This hybrid is popular with farmers who prefer to grow white corn. It has a wide adaptation and performs well in those areas where a corn of 115 to 120 day maturity is desired. Produces a plant that is medium tall and is resistant to lodging. A single eared hybrid that will produce two ears if the stand is thin. The ear is large, medium smooth indentation with a kernel of satisfactory depth.

Adapted to the corn land of Missouri, Illinois, Kansas, Oklahoma and Arkansas.

M Brand K-2234

This high yielding white hybrid has a wide adaptation. Insect and drought resistant. Adapted to Kansas, Illinois, Missouri, Arkansas and Oklahoma.



Note the large ears of this Mangelsdorf's corn.
This field yielded 111 bu. per acre.



OTHER EMBRO HYBRIDS

M BRAND HYBRIDS

M BRAND FIELD SEEDS



A hybrid corn seed field with the machine used to carry the de-tasseler through the field.

Why Embro Hybrids are Preferred:

1. Rapid early growth makes possible early cultivation for weed control.
2. Resistant to drought, disease and insects.
3. Leafy stalks for high tonnage of ensilage.
4. Resistant to lodging for easier hand or machine harvesting.
5. Rapid drying in fall for earlier harvest.
6. Larger yields for greater profits.

M BRAND HYBRIDS

In addition to our EMBRO Hybrid Seed Corn, we produce seed of the popular open-pedigree hybrids. This seed has been produced under the same careful supervision as our EMBRO Hybrid seed.

- M BRAND U. S. 13 — One of the most popular and widely grown hybrids. Adapted to both upland and bottom land. Large ears that shuck easily. Plants of medium height with ears at convenient height for machine or hand harvesting.
- M BRAND Illinois 200 — Adapted to the same general area as U. S. 13. Drought and insect resistant. Resistant to root and stalk lodging. Produces a tall stalk. An excellent hybrid for shallow soils and soils underlaid with hard-pan.
- M BRAND U. S. 35 — A high yielding early hybrid that matures in 100 to 105 days. Often out-yields full season hybrids. Wide adaptation. Produces a stalk of medium height.
- M BRAND Mo. 8 — This hybrid has been extensively grown in Missouri, Kansas, Oklahoma and Arkansas. Produces a tall plant with a large ear on a short shank. One of the highest yielding hybrids for land of medium fertility.
- M BRAND Mo. 148 — Recommended for central and south Missouri, Arkansas, Oklahoma and Kansas. A tall growing hybrid that is resistant to lodging. Performs well on both bottom land and upland; large ears that are medium smooth.
- M BRAND Iowa 306 — An early hybrid that matures in 90 to 100 days. Popular for planting late in the season on land that has been flooded. Medium short plants that stand well. Ears of medium size. Adapted for area from Iowa south.
- M BRAND Iowa 939 — Similar to Iowa 306 with respect to adaptation and general characteristics.



M BRAND HYBRIDS

M BRAND FIELD SEEDS



Seed Laboratory



Seed Testing Laboratory

A modern seed testing laboratory is maintained for accurately testing each lot of seed for purity and germination. This assures the purchaser of Embro Hybrid Seed Corn of receiving only high germinating seed. Weak sprouts are not counted in making germination tests, even though some of these would produce a plant under field conditions. Both soil and roll towel tests are made.



Map showing the location of the plants of Ed. F. Mangelsdorf & Bro., Inc.

Embro Hybrids are exclusively produced and sold by Ed. F. Mangelsdorf & Bro., Inc., St. Louis (also Atchison and Peoria) through our local dealers.

The same high quality is maintained in Embro Hybrids as in M BRAND Farm and Lawn Seeds — standard over a wide farming area for over 28 years.

Farm seeds is a major activity of our firm. The next time you are buying Farm Seeds — the familiar kinds such as Red Clover, Alfalfa, Sweet Clover, Timothy, Bluegrass, Redtop, etc., or new items such as Ladino Clover, Alta Fescue, Birdsfoot Trefoil, Sweet Sudan — see your local dealer for M BRAND Seeds.

We buy Seeds, too. When you have seed to sell, write us, stating quantity, and send samples. We are always interested in buying high quality seed.

The SEED CHART shown below will be a useful guide to keep for reference. In it are listed many of the seeds we handle.

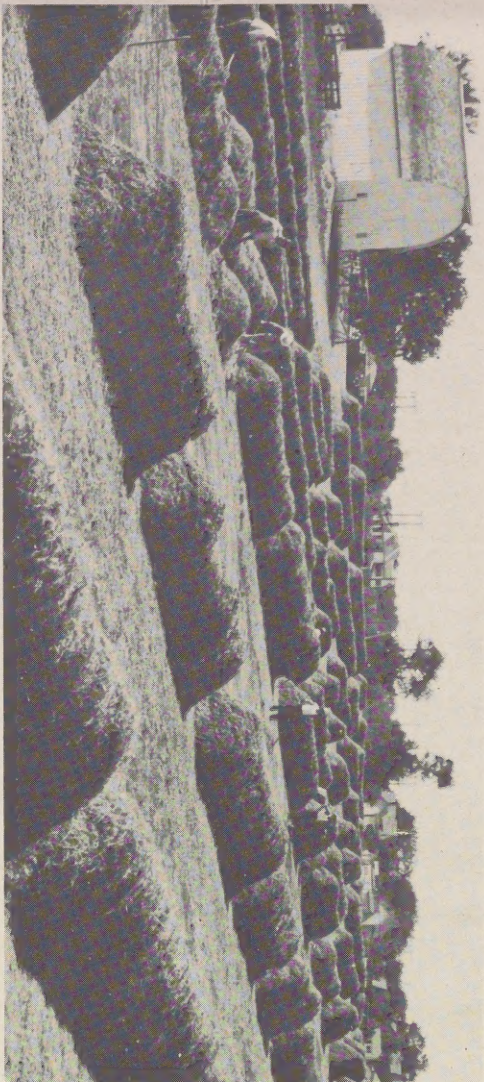
SEED CHART

SEED	WEIGHT PER BU.	POUNDS PER ACRE	TIME OF SEEDING
ALFALFA.....	60	15-20	MARCH, MAY—AUGUST, SEPTEMBER
ALSIKE CLOVER.....	60	6-10	JANUARY, APRIL—AUGUST, OCTOBER
ATLAS SORGO.....	56	20-30	APRIL—JULY
BARLEY.....	48	72-96	MARCH, APRIL—SEPTEMBER
BERMUDA GRASS.....	40	5-10	MARCH—JUNE
BLUE GRASS (LAWNS: 1 LB. 200 SQ. FT.)	14	30-40	FEBRUARY, JUNE—AUGUST, OCTOBER
BROME GRASS.....	14	15-25	FEBRUARY, APRIL—AUGUST, OCTOBER
BUCKWHEAT.....	48	48-60	MAY—JULY
CANE, FODDER.....	50	50-65	MAY—JULY
CORN, FIELD.....	56	7-10	MAY—JULY
“ ENSILAGE.....	56	30-35	MAY—JULY
CLOVER, ALSIKE.....	60	6-10	JANUARY, APRIL—AUGUST, OCTOBER
“ BUR (HULLED).....	60	15-20	AUGUST—NOVEMBER
“ CRIMSON.....	60	15-20	JULY—OCTOBER
“ RED.....	60	10-12	JANUARY, APRIL—AUGUST, NOVEMBER
“ SWEET.....	60	15-25	JANUARY, MAY—JULY, SEPTEMBER
“ SWEET (UNHULLED).....	40	25-40	NOVEMBER—FEBRUARY
“ WHITE (LAWNS: 1 LB. 400 SQ. FT.)	60	3-5	FEBRUARY, JUNE—AUGUST, OCTOBER
COWPEAS (DRILLED).....	60	45-70	MAY—AUGUST
GROHOMA.....	56	20-30	APRIL—JULY
JOHNSON GRASS.....	28	20-30	APRIL—JULY
KAFFIR CORN—MILO MAIZE—HEGARI.....	56	20-30	MAY—JULY
LAWN GRASS (LAWNS: 1 LB. 200 SQ. FT.)	25	150-200	FEBRUARY, APRIL—AUGUST, OCTOBER
LESPEDeza, KOREAN (MEASURED BU. 45 LBS.)	25	15-25	FEBRUARY—MAY
“ KOREAN (HULLED).....	60	10-15	FEBRUARY—MAY
MEADOW FESCUE (ENGLISH BLUE GRASS)	24	25-35	MARCH, MAY—AUGUST, SEPTEMBER
MILLET, GERMAN.....	50	40-50	MAY—JULY
“ HUNGARIAN.....	48	40-50	MAY—JULY
“ JAPANESE.....	35	25-40	MAY—JULY
OATS.....	32	50-75	MARCH—MAY
ORCHARD GRASS.....	14	20-25	MARCH, MAY—AUGUST, OCTOBER
PASTURE MIXTURE.....	25	25-35	MARCH, JUNE—AUGUST, OCTOBER
RAPE, DWARF ESSEX.....	56	6-10	APRIL—SEPTEMBER
REDTOP, SOLID (MEASURED BU. 32 LBS.)	14	8-12	FEBRUARY, JUNE—AUGUST, OCTOBER
“ UNHULLED.....	14	20-30	FEBRUARY, JUNE—AUGUST, OCTOBER
REED CANARY GRASS.....	30	8-12	FEBRUARY, APRIL—AUGUST, SEPTEMBER
RYE, WINTER.....	56	60-90	JULY—NOVEMBER
RYE GRASS.....	24	25-35	FEBRUARY, JUNE—AUGUST, OCTOBER
SOYBEANS (DRILLED).....	60	30-60	MAY—AUGUST
SUDAN GRASS.....	40	15-30	APRIL—JULY
SUNFLOWER.....	22	3-6	MAY—JULY
TIMOTHY.....	45	8-12	FEBRUARY, MAY—AUGUST, NOVEMBER
VETCH, HAIRY WINTER.....	60	30-50	AUGUST—NOVEMBER



Delivering seed by Airplane

Taken at Peoria, Illinois airport. Mr. D. Hal Walton, manager of Peoria, Illinois office of Ed. F. Mangelsdorf & Bro., Inc. standing on the wing. Mr. F. L. Livingston, manager of Livingston Grain Company, Chatsworth, Illinois, at the controls. The seed and Ceresan are being loaded in Mr. Livingston's plane for quick delivery to Chatsworth.



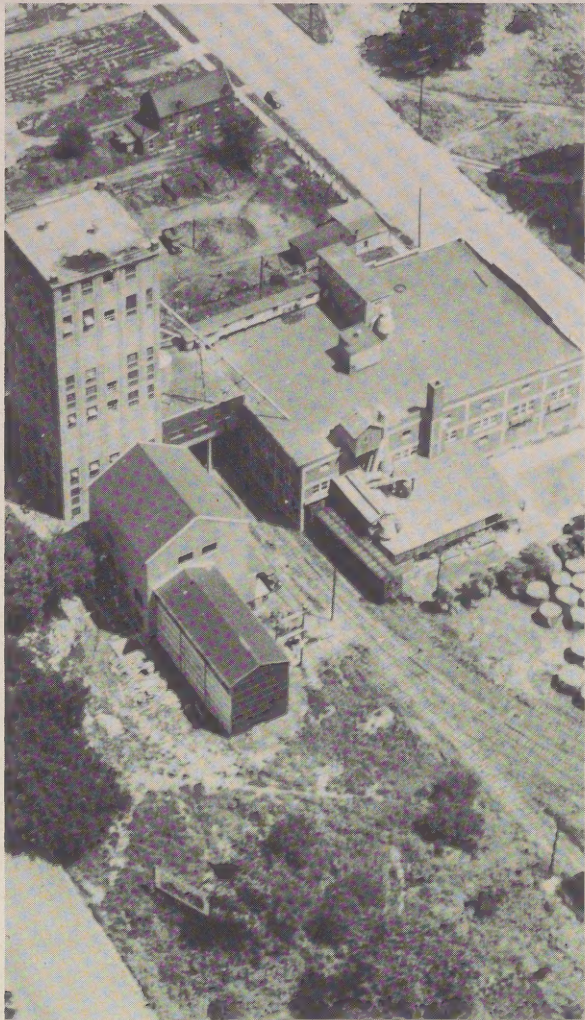
Blue Grass Curing Yard

Thorough drying before storing is essential for producing the high quality, high germinating seed as represented by our M BRAND Blue Grass Seed.



Embryo 49 — 70 bu. Mo. 8 — 50 bu.

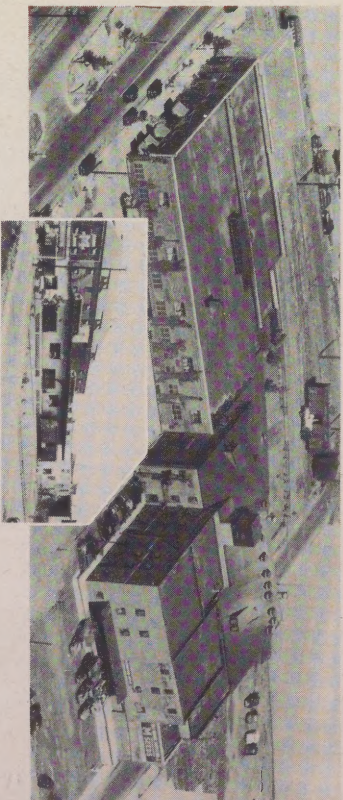
Mr. Marvin Lucas, Hematite, Missouri, Jefferson County, holding a few ears of his Embryo 49 Hybrid Corn. In this field the Embryo 49 outyielded the Missouri 8 by 20 bushels per acre.



An aerial photograph of our Atchison, Kansas plant showing warehouse, general cleaning plant and corn plant, where EMBRO hybrid seed corn is processed.

Order from Your Local Dealer

**M BRAND FIELD SEED
EMBRO HYBRID SEED CORN**



This air-view shows the St. Louis plant where M BRAND field seeds and EMBRO hybrid seed corn are prepared. The insert shows the back side of our plant where rail shipments are handled.

ED. F. MANGELSDORF & BRO., INC.

WHOLESALE FARM SEED

ST. LOUIS 4, MO.

PEORIA 2, ILL.

ATCHISON, KANS.